

# IRIS THE DRAGON 2021 YEAR IN REVIEW



## LET'S TALK FEELINGS

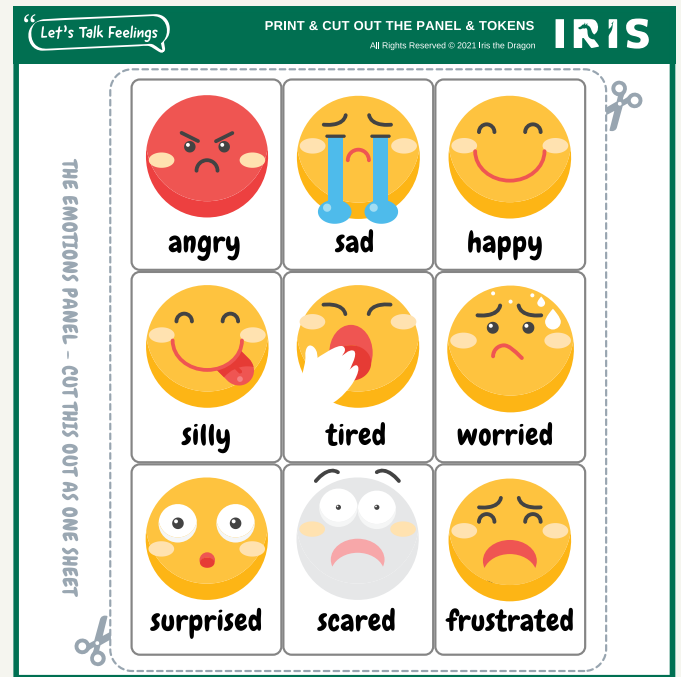
### INTERACTIVE BOARD GAME

With the ongoing pandemic, we wanted to ensure that children (aged 4-6) remained supported. Let's Talk Feelings helped caregivers facilitate challenging conversations around the pandemic with children in a safe and engaging way.

## NEW YEAR, NEW LOOK!

### BRAND REDESIGN AND NEW WEBSITE

In 2021, Iris needed a refresh; our logo, our website and everything in between. We modernized Iris with a crisp and youthful look while holding true to what makes us who we are.



## A REVAMPED APPROACH

### PREPARE FOR LIFE TIP SHEETS

Using The WHO's Life Course Approach, we redesigned our method to target resources based on life's stages. Through the use of tip sheets and our blog, we began to provide and encourage proactive solutions specific to stressors that individuals will face in their life.

## MORE INFORMATION FOR YOU

### CONSISTENT COMMUNICATION AND REPORTING

Over the past year, we revolutionized our analytics and communications strategy to aid in the reporting of key achievements to stakeholders. Regular social posts, newsletter outreach and impact reports has helped keep everyone up-to-date with everything that Iris is up to.



## DELIVERING ON MENTAL HEALTH AWARENESS

### PRINT RUN OF OUR PANDEMIC BOOK

To close off our year, we were excited to partner with the Bell Let's Talk Community Fund to distribute 4000 copies of Project: Kids, Let's Be Superheroes to frontline organizations in Eastern Ontario. This campaign helped verify the direct impact our mental health resources can have.